CONTRACT

KSAZ
511 W. Adams Street
Phoenix, AZ 85003
(602) 257-1234

Contract / Revision	Alt Order #
4078211 /	4078211

Product
SENATE MAJORITY PAC

Contract Dates	Estimate #
10/04/12 - 10/10/12	**1964**

Advertiser	Original Date / Revision
Senate Majority PAC	10/03/12 / 10/03/12

And:

Waterfront Strategies
1010 Wisconsin Ave
Washington, DC 20007

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
KSAZ	Chris Johnson	FSS Philadelphi

Special Handling

Demographic
Adults 35-64

IDB#	Advertiser Code	Product Code
	94	100

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KSAZ	10/04/12	10/05/12	M-F 5a-530a	5a-530a		:30			NM	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/01/12	10/07/12	---TF--	2	$500.00							
2	KSAZ	10/08/12	10/10/12	M-F 530a-6a	530a-6a		:30			NM	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	MTW----	2	$500.00							
3	KSAZ	10/04/12	10/05/12	M-F 6a-7a News	6a-7a		:30			NM	2	$1,700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/01/12	10/07/12	---TF--	2	$850.00							
4	KSAZ	10/04/12	10/05/12	M-F 7a-8a News	7a-8a		:30			NM	1	$850.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/01/12	10/07/12	---TF--	1	$850.00							
5	KSAZ	10/04/12	10/05/12	M-F 8a-9a News	8a-9a		:30			NM	2	$1,300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/01/12	10/07/12	---TF--	2	$650.00							
6	KSAZ	10/08/12	10/10/12	M-F 9a-10a News	9a-10a		:30			NM	2	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	MTW----	2	$375.00							
7	KSAZ	10/04/12	10/05/12	M-F 12p-1230p Noon News	12p-1230p		:30			NM	2	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/01/12	10/07/12	---TF--	2	$400.00							
8	KSAZ	10/04/12	10/05/12	M-F 2p-3p	2p-3p		:30			NM	1	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/01/12	10/07/12	---TF--	1	$300.00							
9	KSAZ	10/04/12	10/05/12	M-F 3p-4p	3p-4p		:30			NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/01/12	10/07/12	---TF--	1	$250.00							
10	KSAZ	10/04/12	10/05/12	M-F 4p-430p	4p-430p		:30			NM	1	$700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/01/12	10/07/12	---TF--	1	$700.00							
11	KSAZ	10/04/12	10/05/12	M-F 430p-5p	430p-5p		:30			NM	1	$700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/01/12	10/07/12	---TF--	1	$700.00							
12	KSAZ	10/08/12	10/10/12	M-F 5a-530a	5a-530a		:30			NM	1	$500.00

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Contract Dates	Product	Estimate #
10/04/12 - 10/10/12	SENATE MAJORITY PA	**1964**

Advertiser	Original Date / Revision
Senate Majority PAC	10/03/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	1				$500.00			
13	KSAZ	10/08/12	10/10/12	M-F 6a-7a News	6a-7a		:30			NM	1	$850.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	1				$850.00			
14	KSAZ	10/04/12	10/05/12	M-F 5p-530p News	5p-530p		:30			NM	1	$1,100.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/01/12	10/07/12	---TF--	1				$1,100.00			
15	KSAZ	10/04/12	10/05/12	M-F 530p-6p News	530p-6p		:30			NM	1	$1,100.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/01/12	10/07/12	---TF--	1				$1,100.00			
16	KSAZ	10/04/12	10/05/12	M-F 6p-630p News	6p-630p		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/01/12	10/07/12	---TF--	1				$1,000.00			
17	KSAZ	10/08/12	10/10/12	M-F 8a-9a News	8a-9a		:30			NM	1	$650.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	1				$650.00			
18	KSAZ	10/08/12	10/10/12	M-F 12p-1230p Noon News	12p-1230p		:30			NM	3	$1,200.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	3				$400.00			
19	KSAZ	10/04/12	10/05/12	M-F 630p-7p	630p-7p		:30			NM	1	$1,200.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/01/12	10/07/12	---TF--	1				$1,200.00			
20	KSAZ	10/10/12	10/10/12	W 7p-9p	7p-9p		:30			NM	1	$8,000.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	--W----	1				$8,000.00			
21	KSAZ	10/08/12	10/10/12	M-F 1030p-11p	1030p-11p		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	1				$400.00			
22	KSAZ	10/08/12	10/10/12	M-F 10p-1030p News	10p-1030p		:30			NM	2	$2,200.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	2				$1,100.00			
23	KSAZ	10/08/12	10/10/12	M-F 2p-3p	2p-3p		:30			NM	2	$600.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	2				$300.00			
24	KSAZ	10/08/12	10/10/12	M-F 3p-4p	3p-4p		:30			NM	2	$500.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	2				$250.00			
25	KSAZ	10/08/12	10/10/12	M-F 4p-430p	4p-430p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	2				$700.00			
26	KSAZ	10/08/12	10/10/12	M-F 430p-5p	430p-5p		:30			NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	2				$700.00			
27	KSAZ	10/08/12	10/10/12	M-F 5p-530p News	5p-530p		:30			NM	1	$1,100.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	1				$1,100.00			
28	KSAZ	10/08/12	10/10/12	M-F 530p-6p News	530p-6p		:30			NM	1	$1,100.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/08/12	10/14/12	MTW----	1				$1,100.00			
29	KSAZ	10/08/12	10/10/12	M-F 6p-630p News	6p-630p		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/08/12	10/14/12	MTW----	1	$1,000.00						
30	KSAZ	10/06/12	10/06/12	Pac 12 RS Non Prime Game 10a-9p			:30			NM	1	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	-----S-	1	$2,500.00						
									Totals		43	$37,150.00

*Tax 1 Note: Phoenix City Sales Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 -10/10/12	43	$37,150.00	$31,577.50	$157.89	$31,735.39
Totals	43	$37,150.00	$31,577.50	$157.89	$31,735.39

Signature: _____ **Date:** _____

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